

# FARLEY WILL TAKE A COCA-COLA POST

**Retiring Postmaster General to  
Become Chairman of Export  
Corporation Sept. 1**

**TO PROMOTE SALES ABROAD**

**New Job Will Not Affect His  
Deal for Yankees but Will  
Curb Political Activity**

James A. Farley, who will retire as chairman of the Democratic National Committee on Aug. 17 and as Postmaster General on Aug. 31, will return to private business on Sept. 1 as the chairman of the board of directors of the Coca-Cola Export Corporation.

This announcement was made yesterday at Wilmington, Del., by Robert W. Woodruff, chairman of the board of the Coca-Cola Company, the parent corporation, who said that Mr. Farley would have charge of promotion of the sales of the beverage abroad.

This position as chief salesman abroad for the Coca-Cola Company, which has been selling from 8 to 10 per cent of its beverage output through interests in seventy-six foreign countries, will not conflict with the purchase of the Yankee baseball chain by a syndicate headed by Mr. Farley.

Negotiations for the purchase of the Yankees from the Jacob Rupert estate have been nearly completed, and the sale probably will be effected by Sept. 1. Mr. Farley, it was learned, is scheduled to become chairman of the board of the Yankees. Edward G. Barrow will continue as president, and the present organization of the Yankee chain will be retained.

## **To Keep State Chairmanship**

Mr. Farley's two business connections, it was said, will prevent him from taking an active personal part in politics as he has in the past, although he will continue as chairman of the Democratic State Committee. This is the explanation of his recent appointment of Vincent Dailey, his political aide for the last ten years, as New York State campaign manager.

Mr. Farley will take a month's rest before assuming his duties as chairman of the Coca-Cola Export Corporation. It is possible that if the Yankee purchase is arranged by the first of next month he may visit the various baseball clubs in the Yankee chain. In commenting on his connection with the Coca-Cola Corporation, he said:

"For a long time I have indicated my desire to return to private life for reasons that I have frequently given. I consider myself extremely fortunate, therefore, to be associated with the Coca-Cola Company, which is one of the outstanding business concerns in the world.

"My duties will be in connection with the export business. I know I am going to be very happy in my new work.

"I have had no vacation for a long time and I shall take at least a month's rest before I actually take up my new duties."

## **Other Offers Reported**

The job with the Coca-Cola Export Corporation is understood to be only one of the posts open to Mr. Farley, who had been mentioned frequently as having had an offer from the Willys-Overland Company. In making the announcement, Mr. Woodruff said that it would be Mr. Farley's function to increase foreign sales, which have fallen off considerably because of war overseas. Both the company and Mr. Farley said there was opportunity for sales expansion in South America.

Mr. Farley's success, both in private business and politics, has been that of a salesman. He was successful in private business as a salesman of building materials. In politics he first sold Franklin D. Roosevelt to the 1932 Democratic National Convention and then to the voters of the nation in the Presidential elections of 1932 and 1936.

In accepting Mr. Farley's resignation as Postmaster General when it was announced last Thursday, President Roosevelt said he did so with real regret. Mr. Farley will be succeeded as Democratic National Chairman by Edward J. Flynn, Democratic leader of the Bronx.

A. A. Acklin, president of the Coca-Cola Company, said in Atlanta, The Associated Press reported, that the corporation had no interest in Mr. Farley's baseball plans.

The announcement of Mr. Farley's connection with the Coca-Cola Export Corporation brought speculation in sport circles that this connection might lead to possible investment by Coca-Cola or some of its larger stockholders in the baseball venture. The company now owns the Atlanta club of the Southern Association.

W. L. (Chip) Robert of Atlanta, secretary of the Democratic National Committee and close friend of Mr. Farley, is a Coca-Cola stockholder.